



Lewis and Clark Fitness Challenge

(insert date)

Dear Parent:

We are delighted to announce that your child has the opportunity to participate in an exciting new program at (insert name for school or program). The **Lewis and Clark Fitness Challenge**, developed by the Montana Office of Public Instruction and Eat Right Montana, was developed to help improve the health of children in Montana.

The goals of **The Lewis and Clark Fitness Challenge** are:

- To motivate children, teachers and families to eat well and be active while learning more about the Lewis and Clark Expedition through Montana.
- To improve the fitness levels of children in Montana.

As part of **The Lewis and Clark Fitness Challenge** over the next (insert number) of weeks, you child will be able to have fun and get fit at the same time. At (insert name for school or program), we will use a variety of activities to:

- Log minutes of our daily activities as we “travel” the 864 miles that Merriwether Lewis and John Clark traveled across Montana.
- Learn more about the food that Lewis and Clark ate – and their activity levels as they explored the West during their courageous journey.
- Discover how eating well and being active can help today’s families look good, feel great, and do better at school and sports.

In-school activities are only one aspect of **The Lewis and Clark Fitness Challenge**. The truly important part is what happens in your home. A healthy lifestyle is not just for school days; it is a 365 days a year proposition. And, you are your child’s most important role model. As you challenge yourself to eat better and be more active, you and your whole family will benefit.

Watch for more **Lewis and Clark Fitness Challenge** info in the weeks to come. We will let you know what you child is doing at (insert name for school or program) and send you lots of easy tips for enhancing your own health and fitness.

If you have any questions about **The Lewis and Clark Fitness Challenge**, please contact (insert name and phone number). You can find more tasty nutrition tips and fun fitness ideas at www.montanadieteticassociation.org/promo.html

Signed name, phone, address of Lewis and Clark Challenge coordinator

Lewis and Clark Fitness Challenge

Improving the fitness of Montana Children

FOR IMMEDIATE RELEASE CONTACT: (insert name of person)
(insert name of school or program – with phone number of person named above)

(insert name of town and date of release)

(insert name of school or program) announces the kickoff of an exciting new fitness program for local families. *The Lewis and Clark Fitness Challenge*, developed by the Montana Office of Public Instruction and the Eat Right Montana Coalition, is designed to help improve the health of children in Montana.

“Our program/school joined *The Lewis and Clark Fitness Challenge* because we are concerned about the weight status, eating habits, and activity patterns of Montana’s children says (name of contact person). “There has been a dramatic increase in the number of kids who are obese, overweight or at risk of becoming overweight.” Weight problems put these children at risk for serious problems, like Type 2 diabetes, high blood pressure, unsafe weight loss practices, and eating disorders.

The goals of *The Lewis and Clark Fitness Challenge* are: (1) To motivate children, teachers, and families to eat well and be active while learning more about the Lewis and Clark Expedition through Montana; and (2) To improve the fitness levels of children in Montana.

According to (name of contact person), the children at (insert name for school or program) will be having fun and getting fit at the same time. “Over the next (insert number) few weeks, we will use a variety of activities to learn more about the food that Lewis and Clark ate – and their activity levels as they explored the West during their courageous journey,” she/he says. “Children and staff will log minutes of our daily activities as we “travel” the 864 miles that Merriwether Lewis and John Clark traveled across Montana. By doing this, we can help the kids discover how eating well and being active can help them look good, feel great, and do better at school and sports.”

In-school activities are only one aspect of *The Lewis and Clark Fitness Challenge*. The truly important part is what happens at home. A healthy lifestyle is not just for school days; it is a 365 days a year proposition. Parents are their children’s most important role models. *The Lewis and Clark Fitness Challenge* is designed to help the whole family enjoy the benefits of eating better and being more active.

If you have any questions about *The Lewis and Clark Fitness Challenge*, please contact (insert name and phone number). You can find more tasty nutrition tips and fun fitness ideas at www.montanadieticassociation.org/promo.html

Signed name, phone, address of Lewis and Clark Challenge coordinator